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This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1 - 174 (canceled)

175. (new) An isolated DNA molecule comprising a nucleotide sequence of SEQ ID NO: 67.

176. (new) An isolated DNA molecule comprising a nucleotide sequence of SEQ ID NO: 67 operably linked to a nucleic acid encoding a heterologous polypeptide.

177. (new) The isolated DNA molecule of Claim 176 comprising a polyadenylation signal sequence.

178. (new) The isolated DNA molecule of Claim 177 wherein the polyadenylation signal sequence is derived from the SV 40 virus.

179. (new) An isolated DNA molecule comprising a nucleotide sequence of SEQ ID NO: 67 operably linked to a nucleic acid encoding a heterologous protein of pharmaceutical interest.

180. (new) An isolated DNA molecule comprising a gene expression controlling region comprising a nucleotide sequence that hybridizes to the nucleotide sequence of SEQ ID NO: 67 or hybridizes to the complement of the nucleotide sequence of SEQ ID NO: 67, each hybridization in the presence of 1.0 M Na ion at a temperature of 60° C.

181. (new) The isolated DNA molecule of claim 180 wherein the gene

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expression controlling region is operably linked to a nucleic acid encoding a heterologous polypeptide.

182. (new) The isolated DNA molecule of claim 180 comprising a 5' matrix attachment region.

183. (new) The isolated DNA molecule of claim 180 comprising an intrinsically curved region of DNA.

184. (new) The isolated DNA molecule of claim 180 comprising a transcription enhancer.

185. (new) The isolated DNA molecule of claim 180 comprising a negative regulatory element.

186. (new) The isolated DNA molecule of claim 180 comprising at least one hormone responsive element.

187. (new) The isolated DNA molecule of claim 180 comprising an avian CRI repeat element.

188. (new) The isolated DNA molecule of claim 180 comprising a proximal lysozyme promoter.

189. (new) The isolated DNA molecule of claim 180 comprising a signal peptide-encoding region.

190. (new) The isolated DNA molecule of Claim 180 comprising a polyadenylation signal sequence.

191. (new) The isolated DNA molecule of Claim 190 wherein the

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polyadenylation signal sequence is derived from the SV 40 virus.

192. (new) An isolated DNA molecule comprising a gene expression controlling region comprising a nucleotide sequence that hybridizes to the nucleotide sequence of SEQ ID NO: 67 or hybridizes to the complement of the nucleotide sequence of SEQ ID NO: 67, each hybridization in the presence of 1.0 M Na ion at a temperature of 60° C, wherein the gene expression controlling region is operably linked to a nucleic acid encoding a heterologous protein of pharmaceutical interest.

193. (new) The isolated DNA molecule of claim 192 integrated into a cellular genome.

194. (new) The isolated DNA molecule of claim 192 comprising a 5' matrix attachment region.

195. (new) The isolated DNA molecule of claim 192 comprising an intrinsically curved region of DNA.

196. (new) The isolated DNA molecule of claim 192 comprising a transcription enhancer.

197. (new) The isolated DNA molecule of claim 192 comprising a negative regulatory element.

198. (new) The isolated DNA molecule of claim 192 comprising at least one hormone responsive element.

199. (new) The isolated DNA molecule of claim 192 comprising an avian CRI repeat element.

200. (new) The isolated DNA molecule of claim 192 comprising a proximal

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lysozyme promoter.

201. (new) The isolated DNA molecule of claim 192 comprising a signal peptide-encoding region.

202. (new) The isolated DNA molecule of claim 192 comprising a polyadenylation signal sequence.

203. (new) The isolated DNA molecule of Claim 202 wherein the polyadenylation signal sequence is derived from the SV 40 virus.

204. (new) An expression vector comprising a gene expression controlling region comprising a nucleotide sequence that hybridizes to the nucleotide sequence of SEQ ID NO: 67 or hybridizes to the complement of the nucleotide sequence of SEQ ID NO: 67, each hybridization in the presence of 1.0 M Na ion at a temperature of 60° C, wherein the gene expression controlling region is operably linked to a coding sequence for a heterologous protein of pharmaceutical interest.

205. (new) The expression vector of claim 204 integrated into a cellular genome.

206. (new) The expression vector of claim 204 comprising a 5' matrix attachment region.

207. (new) The expression vector of claim 204 comprising an intrinsically curved region of DNA.

208. (new) The expression vector of claim 204 comprising a transcription enhancer.

209. (new) The expression vector of claim 204 comprising a negative

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regulatory element.

210. (new) The expression vector of claim 204 comprising at least one hormone responsive element.

211. (new) The expression vector of claim 204 comprising an avian CRI repeat element.

212. (new) The expression vector of claim 204 comprising a proximal lysozyme promoter.

213. (new) The expression vector of claim 204 comprising a signal peptide-encoding region.

214. (new) The expression vector of claim 204 comprising a polyadenylation signal sequence.

215. (new) The expression vector of Claim 214 wherein the polyadenylation signal sequence is derived from the SV 40 virus.

216. (new) An isolated cell containing a nucleic acid comprising a gene expression controlling region comprising the nucleotide sequence of SEQ ID NO: 67 or the complement of SEQ ID NO: 67, or a nucleotide sequence that hybridizes to the nucleotide sequence of SEQ ID NO: 67 or hybridizes to the complement of the nucleotide sequence of SEQ ID NO: 67, each hybridization in the presence of 1.0 M Na ion at a temperature of 60° C, wherein the gene expression controlling region is operably linked to a coding sequence for a heterologous protein of pharmaceutical interest.

217. (new) The cell of claim 216 wherein the cell is an avian cell.

218. (new) The cell of claim 216 wherein the cell is a chicken cell.

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219. (new) The cell of claim 216 wherein the cell is an oviduct cell.
220. (new) The cell of claim 216 wherein the cell is a tubular gland cell.
221. (new) The cell of claim 216 wherein the cell is a cultured cell.
222. (new) The cell of claim 216 wherein the gene expression controlling region comprises a 5' matrix attachment region.
223. (new) The cell of claim 216 wherein the gene expression controlling region comprises an intrinsically curved region of DNA.
224. (new) The cell of claim 216 wherein the gene expression controlling region comprises a transcription enhancer.
225. (new) The cell of claim 216 wherein the gene expression controlling region comprises a negative regulatory element.
226. (new) The cell of claim 216 wherein the gene expression controlling region comprises at least one hormone responsive element.
227. (new) The cell of claim 216 wherein the gene expression controlling region comprises an avian CRI repeat element.
228. (new) The cell of claim 210 wherein the gene expression controlling region comprises a proximal lysozyme promoter.
229. (new) The cell of claim 210 wherein the gene expression controlling region comprises a signal peptide-encoding region.

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230. (new) The cell of claim 216 wherein the nucleic acid comprises a polyadenylation signal sequence.

231. (new) The cell of Claim 230 wherein the polyadenylation signal sequence is derived from the SV 40 virus.